

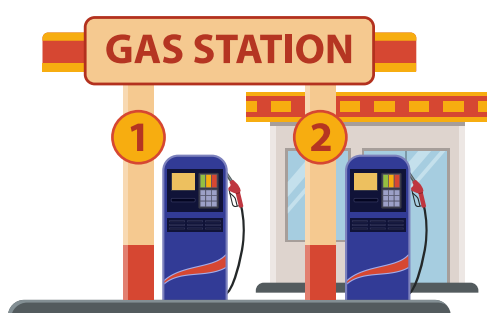
What Self-Storage Can Learn From The Evolution of The Gas Station

This infographic gives a visual explanation of the major ways gas stations have changed over the years, and what the self-storage industry can take away from it.

Old Gas Stations



An attendant would pump your gas for you.



There were very few pumps, typically underlit, unclean and uninviting.

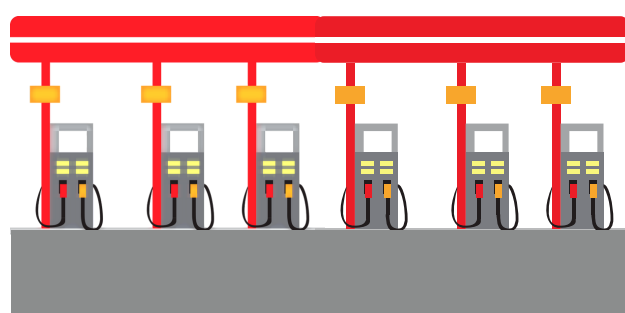


Limited merchandise inside the gas station and no customer experience.

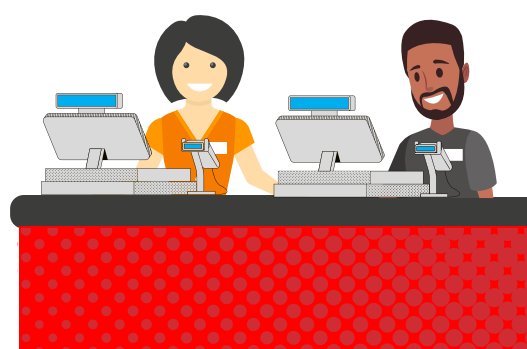
New Gas Stations



Today, everything is self-service and pay at the pump.



Easily accessible location with 15-25 pumps. The brightly lit property gives a perception of safety



Skilled employees operate multiple registers. Abundance of merchandise.

Key Takeaways:

- Bright lights, higher security and improved accessibility can encourage customers onto your site.
- Customers are attracted to convenience. Things like self-pay and mobile apps make it easier for them to spend money.
- People are changing and expect the integration of technology into every business. (security cameras, mobile apps, electric doors, etc.)
- Enhancing your site and customer experience can generate more revenue per square foot and increase your NOI.